

## REMARKS

In accordance with the foregoing, claims 1, 3-6, and 8-11 are amended. New claims 12-14 are presented. No new matter is presented, and accordingly approval and entry of the foregoing amended and added claims are respectfully requested.

Claim 2 is cancelled without prejudice or disclaimer.

Claims 1-14 are pending and under consideration.

## CLAIM AMENDMENTS

Independent claims 1 and 8-11 are amended to include features of claim 2, cancelled herein, and to clarify that, respectively, a detailed statement notifying method, a system, a program, and a medium, using claim 1 as an example, include "storing transaction information . . . including identification information of a party concerned with the transaction; obtaining logo information for showing a logo utilized by a party whose identification information is included in the transaction information on a condition that a transaction date is before a predetermined expiration date of the logo; (and) generating detailed statement information for displaying the detailed statement of the transaction of the merchandise on a display of the consumer terminal, into which the logo information is incorporated so as to show the logo related to a content of the transaction information, based on the transaction information."

Dependent claims 3-6 are amended accordingly.

No new matter is presented, and accordingly approval and entry of the foregoing amended and added claims are respectfully requested.

## ITEM 1: REJECTION OF CLAIMS 1 AND 3-11 UNDER 35 U.S.C. 112, SECOND PARAGRAPH

The Examiner rejects claims 1-11 under 35 U.S.C. 112, second paragraph, as being indefinite. The Examiner contends the recited term "mark" is unclear. (Action at page 2).

Independent claims 1 and 8-11 are amended, herein, including replacing the term "mark" with the term logo and for further clarification. Applicants submit that claims 1 and 3-11, as amended, comply with 35 U.S.C. 112, second paragraph and request the rejection be withdrawn.

## ITEM 2: REJECTION OF CLAIM 1 AND 3-11 UNDER 35 U.S.C. §102(e) AS ANTICIPATED BY KRAMER ET AL. (U.S.P. 6,327,524)

The Examiner rejects claims 1 and 3-11 under 35 U.S.C. §102(e) as anticipated by Kramer.

Independent claims 1 and 8-11, as amended, recite a detailed statement notifying method, a system, a program, and a medium using claim 1 as an example, include "obtaining

logo information for showing a logo utilized by a party whose identification information is included in the transaction information on a condition that a transaction date is before a predetermined date of the logo; (and) generating detailed statement information for displaying the detailed statement of the transaction of the merchandise on a display of the consumer terminal, into which the logo information is incorporated so as to show the logo related to a content of the transaction information, based on the transaction information."

Applicants submit these features recited by claims 1 and 3-11 are not taught by Kramer. As provided in MPEP §706.02 entitled Rejection on Prior Art, anticipation requires that the reference must teach every aspect of a claimed invention. Kramer does not support an anticipatory-type rejection by not describing features recited in the present application's independent claims.

The Examiner mistakenly contends that:

the claims are directed to figure 15 of applicant's drawing. Kramer's figure 3b and 16 show the same detailed statements with logos and details integrated into the display.

(Action at page 3).

Applicants point out to while FIG. 15 does show an example of a detailed statement screen displayed on a display of a consumer terminal according to an aspect of the present invention, FIG. 15 does not illustrate, for example, all recited features, e.g., operations of a method as recited by claim 1.

For example, claim 1 recites a detailed statement notifying method including "obtaining logo information for showing a logo utilized by a party whose identification information is included in the transaction information on a condition that a transaction date is before a predetermined expiration date of the logo."

Kramer does not teach these features. Rather, Kramer merely illustrates in FIG. 3B graphic icons 307 illustrating a merchant's particular tradename or mark and teaches that:

co-branding is facilitated by the inclusion in some transactions of a graphic icon 308 for second merchant's goods/services. . . . The selection of which second merchant's icon 308 to include in the transaction is based on the consumer's profile which is used to select one of a number of variable content alternatives that are encoded in the credit card statement when it is received electronically.

(See, cols. 6-7 starting at line 67)

That is, that Kramer does not teach, in the drawings cited by the Examiner, or anywhere else, a condition regarding showing a logo, where the condition, for example, is a predetermined expiration date of the logo.

### Summary

Since features recited by independent claims 1 and 3-11 are not taught by Kramer, the rejection should be withdrawn and claims 1 and 3-11 allowed.

### NEW CLAIMS

New claims 12-14 recite features of the present invention in a different fashion. New dependent claim 12 recites a detailed statement notifying method "wherein said transaction information includes data defining a guarantee period in which the party whose identification information is included in the same transaction information guarantees the merchandise of which identification information is included in the same transaction information." (See, for example, FIG. 13).

New claims 13-14 recite a detailed statement notifying method including "generating statement information including a mapping of the logo information and the transaction information upon a condition that the logo is not expired." (See, for example, FIG. 13).

These and other features of claims 12-14 patently distinguish over the cited art.

### CONCLUSION

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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